

# DOWNTOWN MEDINA



**Downtown Revitalization Initiative / NY Forward Application 2022**

**REDC Region:**  
Finger Lakes

**Programs for Application:**  
Downtown Revitalization  
Initiative Round 6 &  
NY Forward

**Municipality Name:**  
Village of Medina

**Downtown Name:**  
Medina

**County Name:**  
Orleans

**Point of Contact:**  
Mayor Michael Sidari

**Email:**  
[msidari@villagemedina.org](mailto:msidari@villagemedina.org)

## Geographic Area and Justification



The target area is centered around Main Street, the primary thoroughfare and economic and cultural hub of Downtown Medina. Boundaries include the Erie Canal to the north, railroad tracks to the south, State Street to the east, and Ann Street to the west.

**This 0.3 square-mile area is compact and walkable – almost any destination within the boundary can be reached in a 5-minute walk. The area encompasses many of Medina’s most impactful economic drivers including: the Medina Railroad Museum – a regional attraction; the Canal Basin – which draws boaters from as far away as Australia; the Canal Village Farmer’s Market – an important outlet for local vendors; and local favorites like Zambistro Restaurant and Fitzgibbon Public House. The boundary also includes a significant portion of the Village’s local waterfront. Multiple vacant or underutilized properties also exist within the boundary and are ripe for investment. Other destinations which are located just outside the boundary including the Medina Business Park, which is home to many of the Village’s largest employers.**

Medina has been through an all too familiar cultural and economic cycle – a boom and a bust. After weathering years of sustained economic depression, deterioration of landscapes and architectural assets, as well as the blighting of its downtown the community has found resolve with an infallible commitment to envisage a better future. Downtown Medina is trending in the right direction with having secured millions in public and private investment, attracted businesses and jobs, and made a concerted effort to enhance its public realm. This momentum positions our community at the cusp of real and noteworthy transformation.

Medina has a proven ability to administer economic development initiatives, a demonstrated need for further improvement, and the pieces in place to ensure that the benefits of revitalization are felt by all in the community. Funding from the Downtown Revitalization Initiative (DRI)/NY Forward paired with other recent economic successes will continue to grow and diversify our economy.

Our vision is to strengthen Medina's sense of place and secure its reputation as a premier destination for culture, recreation, and economic development on the Erie Canal. We know that **this Village matters**, and we want to share our small-town charm with the world.

## 3 Vision Statement

“The Village of Medina envisions itself becoming a premier historic, recreational, and scenic community along the Erie Canal. Our aspiration is to be a destination for visitors of all ages who seek culture, bucolic landscapes, a bustling Main Street, shopping districts, and all the best that Upstate New York has to offer. We see a vibrant future for Downtown Medina, abound with healthy businesses, cultural and economic diversity, and a strong community of families. We believe that – by capitalizing on the synergies between our downtown and the waterfront, the Village's deep-rooted historical significance and architectural assets, recent and ongoing economic developments, and our scenic and strategic location – that Medina is poised to restore and advance its legacy as a key cultural anchor and economic hub along the Erie Canal.”



## 4 Past Investment and Future Potential

With private investment totaling more than \$375 million in the past decade, investment activity has been outsized in Medina for a village of our scale. While Medina is home to flourishing small businesses, whose owners have invested millions of dollars into our downtown in recent years, we are unique in that we are home to big businesses and economic drivers that rival those of much larger

**municipalities. Medina is positioned to attract future investments due to our proximity to the STAMP Technology campus as well as our central location between Rochester and Buffalo, which provide access to large labor forces.**

**Baxter**

**Recent Investment:  
\$260 million**

Baxter is a Fortune 500 firm running one of the largest and most technologically advanced medical infusion pump engineering and manufacturing hubs in the world. Baxter invested approximately \$250 million to acquire the Medina operation and subsequently poured an estimated \$10 million into the Park Avenue facility to accommodate 400 new employees and expanded market share. Baxter also attracts significant business travel to Medina, employees and visitors frequent Medina's hotels, restaurants, shops and parks.

There is substantial investment potential with Baxter. The infusion pump business is a significant driver of its \$6.4 billion revenue hospital products division. However, the only way Medina can capitalize on that potential is if Baxter can continue to recruit good people to live and work in the Village. That requires an attractive downtown, quality housing options, and diverse recreational offerings – all of which DRI/NY Forward funding will help to enhance.

**Bent's Opera House**

**Recent Investment:  
\$20 million**



Bent's Opera House is one of the oldest surviving opera houses in the United States. It was previously owned by the Orleans Renaissance Group, who earned the structure a Seven-to-Save designation from the Preservation League of NYS and also stabilized its Civil War-era facade. This investment literally "saved" the building by replacing a section of the main horizontal support beam – which was crumbling, 150-year-old wood – with a steel beam, thereby preventing a catastrophic collapse.

In 2017, the building was sold to local developer Talis Equity who has since made enormous investments in structural rehabilitation and has completed a \$20 million restoration. The historic structure houses Harvest Restaurant- an upscale dining experience, a posh boutique hotel and a completely restored Civil War-era event space.

**Zambistro Restaurant**

**Recent Investment:  
\$785,000**

Zambistro is a destination dining experience. Recent investments include a rooftop dining area as well as the purchase and renovation of a historic three-story Medina sandstone building,

adjacent to their current building, to create a small event space for about 50 people including a bar.

**Brunner**

**Recent Investment:**  
**\$10 million**

Brunner manufactures products for the Commercial Vehicle, Bus and Trailer Markets. It completed a \$10 million, 48,000 square-foot expansion in 2014.

**Comfort Inn & Suites**

**Recent Investment:**  
**\$6.75 million**

Breaking ground in May 2019, Comfort Inn & Suites is located on a 5-acre site in the Medina Business Park. The 10,567 square-foot building includes 58 hotel rooms, a 50+ person conference room, and a bar. The hotel caters to business travelers and encourages visitors to stay in Medina for more than a day trip.

**Newell Shirt Factory Building**

**Recent Investment:**  
**\$6.75 million**



This \$1.5 million historic restoration project converted an 1876 shirt factory into a pivotal location for both residents and visitors of the village. The building now houses a trendy, upscale craft cocktail bar as well as a unique meadery that offers axe throwing on its first floor, while its upper floors contain law offices and extended-stay lofts. The Newell Building, via the Orleans Renaissance Group, Inc. received a \$228,659 award in March 2021 from the New York Main Street (NYMS) Program that allowed the building to install an elevator.

**Pride Pak**

**Recent Investment:**  
**\$30 million**

Pride Pak is Canada's largest fresh fruit and vegetable processor. In 2016, it opened its US headquarters in Medina, investing \$30 million to construct a 68,000-square foot state-of-the-art facility.

**Village Water System Upgrades**

**Recent Investment:**  
**\$8.1 million**

The Village completed a \$800,000 upgrade to its water system and has recently begun a \$7.3 million upgrade to its wastewater treatment plant. These investments will facilitate the expansion of the Medina Business Park and the growth of the village.

**The Olde Pickle Factory**

**Recent Investment:**  
**\$8 million**

Nearly \$8 million has been invested over the last decade in this 430,000 square-foot facility. Investments were used to create a state-of-the-art facility that can house a diverse array of tenants. The facility has been instrumental in attracting high-tech businesses to the area and has helped fulfill Medina's growing need for additional industrial space.

**Western New York  
Energy (WNYE)**  
**Recent Investment:**  
**\$38 million**

The Western New York Energy facility in Medina is the first ethanol plant in the Northeast United States. Its mission is to help realize the full potential of WNY's renewable energy resources and agricultural productivity. A recently completed \$38 million expansion has allowed them to produce high-purity alcohol products. The 6,000 square-foot expansion will enable WNYE to produce 15 million gallons of alcohol annually.

**Takeform**  
**Recent Investment:**  
**\$10 million**

Takeform, a visual communications firm, has invested more than \$10 million in the last 5 years in Medina. This includes investments in infrastructure, equipment, software technology, and human capital, and a recently completed a 15,000 square-foot expansion to accommodate growth. The company frequently flies prospective employees and clients to Medina from around the country.

**Telegraph & Main**  
**Recent Investment:**  
**\$750.000**

This \$750,000, 9,000 square-foot mixed use revitalization effort houses a single-family home, co-working space, and a restaurant/bar.

**New York State  
Canal Corporation /  
Reimagine the  
Canals Initiative**  
**Future Potential:**  
**Up to \$5 million**

The New York State Canal Corporation and Reimagine the Canals Initiative is poised to collaborate and put forth up to \$5 million to support economic development and recreational access objectives of the Village of Medina. This investment is anticipated to be used for trail and lighting enhancements, as well as Erie Canal retaining wall repair. Plans to begin this project are estimated for 2023.

## Recent and Impending Job Growth

**In recent years, Medina has experienced significant economic resurgence with the attraction and expansion of several large, multinational businesses and the steady growth of local businesses.**

**Steady Small-scale  
Job Growth**  
10-150 jobs

Businesses that have steadily increased their local employment rate on a small-scale include: **Comfort Inn & Suites** (hotel); **BMP America** (manufacturing); **Hinspergers Poly Industries** (industrial equipment supplier); **Pride Pak** (produce processing); **Takeform**

(visual communications firm); **Velocitii** (business management consulting); **Zambistro Restaurant**;

### **Steady Large-scale Job Growth**

300-600 jobs

Businesses that have steadily increased their local employment rate on a large-scale include: **Associated Brands** (food products supplier); **Baxter** (manufacturing); **Brunner** (manufacturing);

### **Potential Job Growth**

800-10,000 jobs

The Medina Business Park (MBP) is the largest Now-NY certified Shovel-Ready business park in Western New York & the Finger Lakes. The MBP is open for business with the most robust infrastructure of any site in the region. Park includes 155 light industrial-zoned acres.

6

## Quality of Life

Downtown Medina is comprised of a plethora of assets contributing to a high quality of life for its residents - no matter their age, ability, gender, mobility or cultural background. Access to waterways and recreational activities provide premier scenic viewing opportunities and access to water-dependent activities, unmatched in the Finger Lakes region. Medina has access to prime agricultural land and fresh, local, affordable food. Just outside of downtown in the Village, there are a number of farms, which produce fresh fruits, vegetables, and meat/dairy products. Many of these products are available for purchase at the weekly Farmers Market.



These attributes paired with existing walkable street and trail systems make this area a desirable place to work, live, and visit. The infusion of DRI/NY Forward funds into this area will be the spark that contributes to the advancement of the community's vision for Medina.

### **Main Street Historic District**

**Unique Built Asset,  
National Register of  
Historic Places (NRHP)**



Listed on the National Register of Historic Places in 1995 and expanded in 1997, the Main Street Historic District encompasses an approximately 12.5-acre area in Downtown Medina. The District runs perpendicular from the canal to the railroad tracks and was the first established area in the Village. Most of its buildings are relics from Medina's peak industrial years and nearly all the buildings within the District are listed as contributing to its historic significance. Primarily constructed between 1830 and 1940, the buildings in the District represent the Italianate architectural style, with flat roofs, bracketed cornices, arched windows with hoods, and ornamental cast iron pilasters. Many of the buildings were also constructed with locally-quarried Medina sandstone.

### **NYS Barge Canal District**

**Unique Built Asset,  
National Register of  
Historic Places (NRHP)**

The New York State Barge Canal District is listed as a National Historic Landmark, recognizing it as a place that illustrates the heritage of the United States. The longest branch of the Barge Canal District is the 340-mile Erie Canal, which connects the Niagara River to the Hudson River and travels through the Village of Medina. The Barge Canal was constructed directly on top of the original Erie Canal in the Village of Medina. Several remnants of the Barge Canal are located in the Village including an aqueduct at the crossing of Oak Orchard Creek Gorge. At 400 feet wide and 100 feet deep, the single-reinforced concrete arch aqueduct was said to be the most difficult engineering problem on the New York State Barge Canal project and is the only aqueduct in the Barge Canal system.

### **Bent's Opera House**

**Unique Built Asset,  
Local Landmark**

In addition to being listed on the state and national registers as part of the Main Street Historic District, the Bent's Opera House is recognized as a locally significant building. This Medina sandstone Italianate building, located at 444 Main Street, was built from 1864 to 1865. The Opera House served as a social, civic, and artistic center of the Village. In 2012, the Bent's Opera House was listed on the New York State Preservation League's Seven to Save Endangered Properties list and has recently completed a \$20 million renovation.

### **U.S. Post Office**

**Unique Built Asset,  
National Register of  
Historic Places (NRHP)**

Located at 128 West Center Street, the Medina Post Office is an example of early 20th century public architecture and is listed on the state and national historic registers. Constructed between 1931 and 1932 in the Colonial Revival Style, the building was part of a massive public buildings program authorized by Congress to

alleviate unemployment during the Great Depression.

**First Lady Folsom's Home**

**Unique Built Asset,  
Local Landmark**

First Lady Frances Folsom's Home is one of the Village's locally significant buildings, and is located at the corner of Main and Eagle Streets. First Lady Folsom lived in Medina for a short period in the mid 1870s when she attended Medina High School. In 1886, at age 21, she wed President Grover Cleveland. In 1996, a historic roadside marker was installed outside her home to commemorate the First Lady's time in Medina.

**Erie Canal**

**Unique Natural Asset,  
Frontage of 1.7 miles**

The Erie Canal was instrumental to Medina's development and will remain important to the Village's identity and success into the future. The Canal is a rich recreational asset, providing opportunities for passive and active recreation and creating scenic viewsheds throughout Medina.

**Glenwood Lake**

**Unique Natural Asset,  
Frontage of 0.4 miles**

Glenwood Lake is a picturesque scenic resource located just outside the bounds of the study area, with an expansive viewshed and diverse ecological habitat that extends into the study area.

**Oak Orchard Creek**

**Unique Natural Asset,  
Frontage of 0.6 miles**

Oak Orchard Creek flows north to Glenwood Lake, runs beneath the Erie Canal, and ultimately forms the Medina Falls. Informal access to Oak Orchard Creek is provided at John E. Butts Memorial Park where residents and visitors are often seen parked near the riverfront, enjoying the view.

**Canal Basin Park**

**Unique Natural Asset,  
Acreage of 1.6 acres**



Canal Basin Park is the Village's central downtown waterfront park providing parking and boater services. From June to September, park-goers can take out kayaks or hydro bikes to tour in the Erie Canal. The basin also offers a new kayak launch that is handicapped accessible. With connections from Main Street via Manilla Place and East Center Street via Mill Street and a pedestrian alley, the property is easily accessible from primary downtown streets. In addition, the park is along the Medina Loop Trail, which links to the Erie Canal Heritage Trail.

Improved connectivity to these trails as well as additional waterfront access and boater amenities are proposed for Canal Basin Park through the LWRP. With these improvements, Canal Basin Park has the potential to become a popular stop along the

Erie Canal and can help establish and promote Medina as a downtown waterfront destination for visitors from around the region and the State.



**Medina Falls**  
**Unique Natural Asset,**  
**Height of 40 feet**

The Medina Falls is a 40-foot-high waterfall located along Oak Orchard Creek, just north of the Erie Canal. The unique natural feature can be seen from the Erie Canal Heritage Trail and is a critical scenic resource for travelers. A dedicated overlook for the falls is proposed as part of the LWRP.



**Lions Park**  
**Unique Natural Asset,**  
**Acreage of 2.6 acres**

Lions Park is a small passive park on the northern side of the Erie Canal, within walking distance to the Village's historic downtown. It acts as a rest stop along the Erie Canal Heritage Trail, with shaded waterfront picnic tables and public art. As part of the LWRP, the trail

through Lions Park will be repaired and upgraded with lighting, pedestrian amenities, fitness equipment, and boating facilities.

**State Street Park**  
**Unique Natural Asset,**  
**Acreage of 6 acres**

State Street Park has waterfront access along both the Erie Canal and Oak Orchard Creek and is within walking distance of both Medina Falls and downtown. It is a large active park with open fields and children's play areas. A recently constructed pavilion allows the park to host free concerts in the park during the summer.

**Erie Canal Heritage Trail**  
**Unique Natural Asset,**  
**Length of 0.9 miles**



The Erie Canal Heritage Trail runs along the northern side of the Erie Canal through the Village of Medina. The multi-use trail hosts recreational activities like walking, bicycling, cross-country skiing and snowshoeing.

The trail stretches across over 350 miles of upstate New York, from Buffalo to Albany, and passes through the Village of Medina. It is an important community asset used by residents, employees, and visitors alike.

**Medina Loop Trail**  
**Unique Natural Asset,**  
**Length of 1.6 miles**

The Medina Loop Trail runs along the Erie Canal and forms a loop from Lions Park to Canal Basin Park to State Street Park, in effect connecting downtown to its most proximal parks.

## Supportive Local Policies

**The Village of Medina has implemented a variety of plans and policies to preserve and enhance the character, quality, and design of the public realm. These plans and policies are in place to ensure that Medina's offerings are available and accessible to all and will remain that way in the future.**

**Vacant Property Laws**

The Medina Village Board established a program for identifying and registering vacant buildings with the hope of speeding up the rehabilitation of vacant buildings. Since 2015, when the law passed, the number of vacant buildings in the village has reduced by 50%.

**Village and County Plans**

The Village’s official comprehensive plan is part of the 2018 Western Orleans Comprehensive Plan. Medina also created its own Downtown Revitalization Plan in 2009 and a Village Economic and Cultural Development Plan in 2017. Collectively, these plans promote predictability in land and building uses, identify long-term goals, and serve as a guide for the Village’s future actions and development.

**Strategic Planning and Visionary Committee**

In March 2022, the Mayor put out an open call to residents with the chance to serve on a committee built and led by community members to brainstorm ways to improve many facets of Medina. The committee formed in April and continues to meet monthly to discuss improvements around housing, neighborhoods, parks, the downtown and business districts.

**Local Waterfront Revitalization Program (LWRP)**

The Village is nearing the completion of its first Local Waterfront Revitalization Program to create policies to protect its waterbodies and to identify projects to enhance the experience along its waterfront. By the nature of proximity, Medina’s waterfront and downtown are intimately linked, making revitalization along the waterfront critically important to downtown revitalization as well.

**Zoning Code**

Medina’s zoning code is meant to protect and preserve the small-town character of the Village, while guiding and regulating growth in an orderly fashion. In 2017, the Village updated its zoning code to include the Central Business District Overlay whose purpose is to create a contiguous, walkable expansion of the current CBD through the creation of retail and business uses and the adaptive reuse of existing structures.

**Building and Landscape Design Standards**

The Village enacted a set of building and landscape design standards to maintain a high-quality public realm and to ensure that existing construction and new investments are consistent with the historic character of a nineteenth-century Erie Canal community. Standards emphasize enduring aesthetic appeal and inviting and pedestrian-friendly designs that evoke a strong sense of place and engender pride in the community.

# Public Support

Recognizing that the commitment of local leaders, stakeholders, and the community is imperative to the successful revitalization of downtown, the Village enacted a comprehensive engagement effort, in conjunction with its development of the LWRP, to inform and establish support for the DRI/NY Forward. The Village also has a committed group of local leaders and volunteers who are both capable and willing to prepare and implement the DRI/NY Forward.

## **DRI/NY Forward Community Engagement** September 10, 2022 & September 4, 2021

The public was invited to share their feedback regarding downtown Medina's revitalization and application during the Farmer's Market. The Village spoke with marketgoers and many emerging themes aligned with the recent LWRP process. Some of these themes included improving access to Medina Falls, preserving of historic buildings, expansion of local retail establishments, and waterfront / recreational improvements.



## **LWRP Community Engagement** August 2018 to Present



Medina's downtown and waterfront are inextricably linked; proposed projects at either location will ultimately impact the other location. As such, the Village views the LWRP and DRI/NY Forward as synergistic efforts to revitalize the waterfront and downtown. It follows that the Village conducted LWRP engagement with the intention of using the resulting public feedback as a means to create and inform its DRI/NY Forward application. Indeed, the feedback collected over a period of 10 months was integral to and has significantly shaped the direction of this application. To date, LWRP engagement has included two public meetings, five waterfront advisory committee meetings, and multiple stakeholder interviews.

**LWRP Vision  
Community  
Workshop**  
**October 17, 2018**

During this workshop, participants were asked to describe Medina now and how they would like it to be in 10 years. Participants agreed that Medina has significant potential but is stymied by a lack of funding. They also prioritized improved access to Medina Falls and enhancements to Canal Basin Park.

**LWRP Design  
Community  
Workshop**  
**January 16, 2019**

Participants at this workshop worked in groups to draw their ideas for Medina's future on large maps. Many consistent themes emerged including the need for: more downtown housing options, improved signage, enhanced streetscaping on Main and Center Streets, more boater amenities at Canal Basin Park, and a dedicated trail to Medina Falls.

**Support of Local  
Leaders**  
**Ongoing**

Commitment of the Village's local leaders to the implementation of strategic plans is evidenced by their recent development of a LWRP as well as their successful execution of past State contracts including a New York Main Street Program grant. Local governance is fully committed to dedicating any needed personnel and resources to ensure that the implementation of the DRI/NY Forward is just as successful. These partners are supportive and willing to assist with the implementation of these projects.

**Support of Local  
Stakeholders**  
**Ongoing**



The Village is rich in community and volunteer support for the advancement of downtown as evidenced by a variety of committees, boards, and non-profits – a small selection of which is detailed below:

The **Medina Area Partnership (MAP)** is an organization of local business owners which facilitates a forum for sharing ideas, pooling resources, and spearheads a collaborative effort to bring consumers and tourism into the business district. The MAP has been crucial in the development of such regionally recognized events as: Ale in Autumn, Parade of Lights, and Wine about Winter to name a few.

The **Waterfront Advisory Committee (WAC)** engages in strategic visioning and planning for the enhancement and preservation of the Erie Canal and Medina's other waterfronts. It is presently overseeing the development of the Village's Local Waterfront Revitalization Program and is working to identify projects that will effectuate the vision for the waterfront.

The Orleans County Economic Development Agency (EDA) actively pursues the location and expansion of businesses in Medina. It operates both the Medina Business Park and a micro-enterprise program which has resulted in the creation of 29 new small businesses in Medina since 1999.

The Orleans Renaissance Group (ORG) focuses on historic preservation and cultural advancement in Orleans County, with a particular emphasis on the Village of Medina. ORG is at the forefront of preserving Medina's heritage, highlighting culture, promoting the arts, and making the community a better place to live.

## Transformative Project Opportunities

**The projects listed below represent projects the Village believes will provide significant returns on investment by contributing to economic development and enhancing the public realm and quality of life in Downtown Medina. Each project has been thoughtfully planned and selected for inclusion in this application due to its strong potential to transform downtown and catalyze additional change. The tight spatial clustering of these projects creates synergistic effects, allowing these strategic investments to build off and leverage each other's successes.**

### Small Project Grant Fund

**Location:** Main Street, West Avenue

**Sponsors:** The Village

**Start Timeline:** 2 years

**Estimated Cost:**  
\$1,000,000

**Requested Amount:**  
\$500,000

This project is designed to support façade (a building's street-facing elevation) improvements to commercial and mixed-use properties on Main Street in downtown Medina that benefit both the businesses occupying those buildings and the community as a whole.



Necessary updates include:

- Paint;
- Brick;
- Wood;
- Awnings/canopies;
- Lighting;
- Windows; and
- Doors.

Improvements to the street-facing exteriors of the buildings in need are meant to preserve the unique small-town charm in our community while spurring economic growth.

## Renovation and Activation of Upper stories

**Location:** Main Street, West Avenue

**Sponsor:** The Village & Business Owners

**Start Timeline:** 2 years

**Estimated Cost:**  
\$800,000

**Requested Amount:**  
\$400,000

Medina's main street and downtown have proudly seen a relatively low first floor vacancy rate, while many of the upper stories remain vacant and underutilized.

The property owners of the buildings located at 509 Main Street, 345 Main Street, 425 Main Street, and 525 West Avenue have shown interest in the following renovations:

- Structural;
- Electrical;
- Plumbing;
- HVAC;
- New windows; and
- Sprinkler system.

The building owners will be contributing to the rehabilitation costs. These spaces will offer expanded commercial space as well as additional housing and help create a more vibrant and active downtown.

## Wayfinding Signage

**Location:** Throughout the Downtown Medina DRI/NY Forward boundary

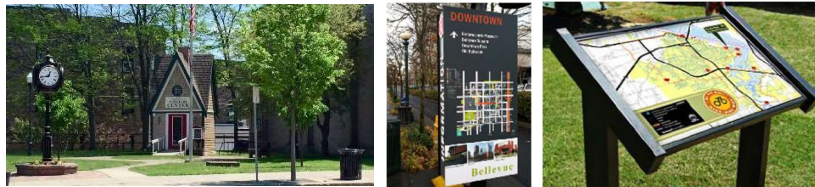
**Sponsor:** The Village

**Start Timeline:** 2 years

**Estimated Cost:**  
\$100,000

**Requested Amount:**  
\$100,000

The Village of Medina contains many unique assets and historic resources. However, in many instances visitors may not be knowledgeable about the close proximity of the Erie Canal and other recreational resources. Conversely, those traveling by boat or bicycle on the Erie Canal may be unaware of the vibrant downtown that is steps away from the Canal Basin, which is part of the Local Waterfront Revitalization Program.



Potential signage types for downtown may include:

- Gateway signs;
- Directional signs (vehicular and pedestrian);
- Kiosks and interpretive signs;
- Identification signs (destinations and parking areas); and
- Light pole banners.

The installation of consistent and identifiable wayfinding signage throughout the downtown area is desired to help residents and visitors reach their destinations and facilitate an easy and comfortable travel experience.

## Municipal Parking Lot Upgrades

**Location:** Behind Main Street and East Center Street

**Sponsor:** The Village

**Start Timeline:** 2 years

**Estimated Cost:**  
\$500,000

**Requested Amount:**  
\$300,000

As Medina's downtown area grows and begins to attract more visitors, available parking grows more desirable. There is a large parking lot that lies to the southeast of the intersection at Main Street and East Center Street within walking distance of many businesses.



The under-utilized lot offers over 50 much-needed parking spaces but needs enhancements including:

- Paving;
- Directional signs (vehicular and pedestrian);
- Green space/trees that provide shade and drainage;
- Security Cameras;
- Safe pedestrian connections; and
- Additional lighting.

These changes will help attract the attention of visitors and provide a necessary relief to existing parking infrastructure.

## State Street Park

**Location:** Behind Main Street and East Center Street

**Sponsor:** The Village

**Start Timeline:** 2 years

**Estimated Cost:**  
\$300,000

**Requested Amount:**  
\$300,000

Despite recent improvements, including the addition of a small pavilion that allowed the park to host a summer concert series, State Street Park remains relatively underutilized, especially in the off-season.



Several enhancements are desired including:

- A small ice rink;
- Upgraded playground equipment;

- Bicycle amenities;
- Seating benches; and
- Additional lighting.

These proposed enhancements to the park are intended to create a year-round recreational destination along the Erie Canal.

### **Mustang City: Adaptive Reuse of Old High School**

**Location:** 324 Catherine Street

**Sponsor:** Private building owner

**Start Timeline:** 2 years

**Estimated Cost:**  
\$9,000,000

**Requested Amount:**  
\$3,000,000

Mustang City will be a loft-style community set in the historic former Medina High School building. This project will involve the restoration and adaptive reuse of the historic structure, transforming its 90,000 square-foot floor area into 40 loft apartments.



The floorplan will respect the original layout of the building, converting the classrooms into apartments and preserving the original 1920s-era theater. Throughout the building, historic remnants like the stairway banisters, transoms, and chalkboards will be preserved to pay homage to the building’s heritage. New features will include a state-of-the-art fitness center in what was the boys’ gym.

Mustang City will fulfill Medina’s need for additional housing options and will allow for a new kind of “maintenance-free” living, with amenities and services including grocery delivery, cleaning, and laundry pickup. Just steps from the Erie Canal and downtown’s restaurants, shops, and nightlife, the renovated building will provide attractive living options for anyone from young entrepreneurs to retirees. This project is already underway, with the building’s owner having refurbished over 100 windows

and installed a new roof. Continued funding will help to restore and repurpose the presently underutilized former high school building into the important community anchor that it once was.

## Medina Railroad Museum Campus

**Location:** 530 West Avenue

**Sponsor:** Private Business Owner

**Start Timeline:** 2 years

**Estimated Cost:**  
\$1,500,000

**Requested Amount:**  
\$1,500,000

The Medina Railroad Museum is one of the largest tourism drivers in the Village, drawing approximately 40,000 people annually. It offers a variety of family-friendly events including the Day out with Thomas the Train, a Polar Express event during the holiday season, and fall foliage train rides. The Museum recently invested \$40,000 in the construction of a panel track to display box cars and house new exhibit and cafe spaces as well as restrooms and is also in the process of creating a continuous boarding platform.



The Museum envisions these investments as part of a larger plan to expand its footprint and to create more of a campus-like complex. The campus will extend east from the existing museum building to the old train station near Main Street, creating a visible and intriguing presence along the main thoroughfare.

The train station building, which is owned by the Village, will act as a welcome center and small exhibit space, attracting people off Main Street and to the museum (while the senior citizen's center that presently occupies this space will be relocated to Village Hall). A landscaped pedestrian plaza will connect the train station to the existing museum building. Site improvements at the existing museum will include visitor experience enhancements, roof upgrades, parking lot paving, as well as landscape beautification. On the southern side of the tracks, the campus plan calls for the creation of a park-like courtyard space adjacent to the library. This courtyard will include the installation of two, permanent dining cars – to be rented out for weddings and other events – as well as an enclosed pole barn building, which will be used to store and repair cars.

The campus is intended to strengthen the Museum’s position in the Village, to enhance its status as a regional tourism generator, and to bring visitors into downtown. This project would also complement and be complemented by the Rail-with-Trail project.

## Administrative Capacity

**The Village has a proven track record of successfully executing large, State contracts and is committed to continuing this success through the implementation of the DRI/NY Forward. Knowledgeable and experienced Village staff will lead the administration and execution of the project, with participation from various boards, organizations, and other municipalities.**

**In addition to relying on its own staff, the Village will collaborate with other parties who have both expertise and a vested interest in the revitalization of Downtown Medina. For instance, the Village will partner with the Orleans County Chamber of Commerce which helped administer Medina’s New York Main Street Program. The Village might also partner with the Genesee/Finger Lakes Regional Planning Council as this agency not only has prior experience in the Village but also has an interest in Erie Canal communities and downtown revitalization. At the local level, the Village will seek guidance from the Planning and Zoning Boards, the Waterfront Advisory Committee, and the Medina Area Partnership, which all actively work to advance economic development-related progress in Downtown Medina.**

### **Local Waterfront Revitalization Program (LWRP)**

In 2017, the Village of Medina was awarded \$37,500 in funding through the CFA to develop a Local Waterfront Revitalization Program. The Village has judiciously undertaken this process and has completed the Draft LWRP and submitted to the state for review and approval.

### **New York Main Street Program**

In 2016, \$335,000 in funding through the New York Main Street Program was awarded to facilitate building and streetscape improvements along Main Street in Downtown Medina. The funds were prudently distributed to building owners and were put to good use, as can be seen in the charm and architectural beauty of Main Street.

# Letters of Support

**LYNNE M. JOHNSON**

Chairman

**WILLIAM H. EICK**

Vice Chairman

**JOHN C. WELCH, JR.**

Chief Administrative Officer

**LISA STENSHORN**

Clerk of the Legislature

**KATHERINE BOGAN**

County Attorney



## ORLEANS COUNTY LEGISLATURE

14016 Route 31 W, Suite 201, Albion, New York 14411

Phone: (585) 589-7053 Fax: (585) 589-1618

[www.orleanscountyny.com](http://www.orleanscountyny.com)

## LEGISLATORS

Donald J. Allport - At Large

Edward F. Morgan - At Large

Merle L. Draper - At Large

William H. Eick - District 1

Lynne M. Johnson - District 2

Fred Miller - District 3

John M. Fitzak - District 4

September 19, 2022

Mayor Michael Sidari  
Village of Medina, NY  
119 Park Ave  
Medina, NY 14103

Dear Mayor Sidari,

Please accept this letter of support for the Village of Medina funding application for the Downtown Revaluation Initiative/NY Forward Grant to provide funds to expand upon and improve upon Medina's historic downtown business district.

Downtown areas are tremendously important in towns and villages throughout Orleans County and all of New York State. As our economy begins to improve for the COVID pandemic, efforts to support enterprises, building investments and tourism in the future will continue the growth in Medina. I am excited for the future of downtown Medina and how it will bring this community together and prosper.

The Village of Medina recognizes the need to create a community for people to live, work, relocate, and grow up in. The renewal of the downtown area is an extremely important goal to achieve an extraordinary quality of life for all. I know that there is a tremendous amount of local support for this project and encourage the Village of Medina's efforts.

Sincerely,

Lynne M. Johnson, Chairman  
Orleans County Legislature

ALBANY OFFICES  
ROOM 909 LEGISLATIVE OFFICE BUILDING  
ALBANY, NEW YORK 12247  
(518) 455-2070

ROOM 315 STATE CAPITOL  
ALBANY, NEW YORK 12247  
(518) 455-2024



THE SENATE  
STATE OF NEW YORK  
ALBANY 12247

ROBERT G. ORTT  
62ND SENATE DISTRICT  
SENATE MINORITY LEADER

DISTRICT OFFICE  
175 WALNUT STREET  
SUITE #6  
LOCKPORT, NEW YORK 14094  
(716) 434-0680

E-MAIL  
ORTT@NYSenate.GOV

WEBSITE  
ORTT.NYSenate.GOV

September 8, 2022

Mayor Michael Sidari  
Village of Medina, NY  
119 Park Ave  
Medina, NY 14103

Dear Mayor Sidari,

Please accept this letter as a show of support for the Village of Medina funding application for the Downtown Revaluation Initiative/NY Forward Grant. This grant will provide funds to expand upon and improve upon Medina's historic downtown business district.

Downtown areas are extremely important in towns and villages throughout Orleans County and all of New York State. As our economy begins to improve from the COVID pandemic, efforts to support enterprises, building investments and tourism in the future will only continue the growth in Medina. I am excited for the future of downtown Medina and how it will bring this community together and prosper.

The Village of Medina recognizes the need to create a community for people to live, work, relocate, and grow up in. The renewal of the downtown area is an extremely important goal to achieve an acceptable quality of life for all. I know that there is a tremendous amount of local support for this project and encourage the Village of Medina's efforts.

Respectfully,

A handwritten signature in black ink, appearing to read "Robt G. Ortt", followed by a circular flourish.

Robert G. Ortt  
Senate Minority Leader  
62<sup>nd</sup> District

## Board of Directors

Christopher M. Busch, President  
Andrew W. Meier  
Cynthia A. Robinson  
Kathleen I. Blackburn  
Jacob B. Hebdon

### RE: DRI Downtown Revitalization Initiative/NY Forward Grant - Funding Application Village of Medina, New York

TO: Whom It May Concern

September 16, 2022

On behalf of the Orleans Renaissance Groups' Board of Directors, I am writing to express our whole-hearted and enthusiastic support of the application submitted by the Village of Medina for funding via DRI Downtown Revitalization Initiative/NY Forward Grant.

The Orleans Renaissance Group, Inc. (ORG) is a regional not-for-profit organization dedicated to the arts and preservation in the greater Medina, New York area and across the Niagara Frontier. For many years now, ORG has played a pivotal role in preserve and promoting Medina culturally, historically and economically.

In recent years, our efforts have included many collaborations with the Village of Medina. We have forged partnerships with local initiatives to develop our Erie Canal waterfront, and have designed, developed and established history and heritage trails throughout the Downtown Historic District and the community. We have worked with organizations like the Preservation League of New York State to bring historic Bent's Opera House– the cornerstone of Medina's Historic District– new life and redevelopment. The Orleans Renaissance Group *is* in the forefront of preserving Medina's heritage, spotlighting culture, promoting the arts, and making our community and region a better place to live and grow.

With a keen interest in the vitality of Medina's waterfront and downtown, we firmly believe initiatives funded through the DRI Downtown Revitalization Initiative/NY Forward Grant will be a vital step in the continuing process of developing Medina as a viable, regional entertainment, and agri-tourism destination for young families, tourists, individuals seeking culture, nature and history, and entrepreneurial opportunity.

The resulting synergy from the implementation of these projects will advance the creation of jobs and generate tax revenue, as well as drive and expand a burgeoning tourism industry. In short, this funding *will be* a transformative breakthrough event in the economy of Medina and the region.

We applaud the Village of Medina and pledge our resounding support to this effort. Medina's successful application for funding will lead to dramatic improvement in the regions' key economic indicators of job creation, private investment, expansion of tourism, and increase of tax revenues, as well as the preservation of vital cultural and historic assets.

Sincerely,



Christopher M. Busch  
President  
Orleans Renaissance Group, Inc.  
**medinaalive.com**



September 19, 2022

Rossana Rosado  
New York Secretary of State  
NYS Downtown Revitalization Initiative

RE: DRI Funding Application, Medina NY

I am writing to express our complete support of the application being submitted by the Village of Medina for funding through the NYS Downtown Revitalization Initiative.

The agency and its affiliates have invested hundreds of thousands of dollars in the infrastructure and development of “shovel ready” industrial sites within the Village of Medina. We have seen multiple development projects in the last 5 years and expect additional investment in and around the greater Medina area. Without the existence of a vibrant downtown there is a reluctance on the part of developers to invest in the area.

Again, COIDA fully supports Medina’s DRI application.

Sincerely,

Michael Dobell, CEO

**TOWN OF RIDGEWAY  
410 WEST AVENUE  
MEDINA, NEW YORK 14103  
PHONE: 585-798-0730  
FAX: 585-798-3167  
NYS TDD Relay: 1 800 622-1220  
www.townridgeway.org**

September 20, 2022

Mayor Michael Sidari  
Village of Medina, NY  
119 Park Ave  
Medina, NY 14103

Dear Mayor Sidari and Medina Village Board:

Please accept this letter as a show of support for the Village of Medina funding application for the Downtown Revaluation Initiative/NY Forward Grant. This grant will provide funds to expand upon and improve upon Medina's historic downtown business district.

Downtown areas are tremendously important in towns and villages throughout Orleans County and all of New York State. As our economy begins to improve for the COVID pandemic, efforts to support enterprises, building investments and tourism in the future will only continue the growth in Medina. I am excited for the future of downtown Medina and how it will bring this community together and prosper.

The Village of Medina recognizes the need to create a community for people to live, work, relocate, and grow up in. The renewal of the downtown area is an extremely important goal to achieve an extraordinary quality of life for all. I know that there is a tremendous amount of local support for this project and encourage the Village of Medina's efforts.

Sincerely,



Brian Napoli  
Supervisor  
Town of Ridgeway  
Orleans County

This institution is an equal opportunity provider and employer.



September 19, 2022

Mayor Michael Sidari  
Village of Medina, NY  
119 Park Ave  
Medina, NY 14103

Mayor Sidari,

Please accept this letter as a show of support for the Village of Medina funding application for the Downtown Revitalization Initiative. This grant will provide funds to expand and improve upon Medina's historic downtown business district.

Downtown areas are tremendously important in towns and villages throughout Orleans County and all of New York State. As our economy begins to improve for the COVID pandemic, efforts to support enterprises, building investments and tourism in the future will only continue the growth in Medina. I am excited for the future of downtown Medina and how it will bring this community together and prosper.

The Village of Medina recognizes the need to create a community for people to live, work, relocate, and grow up in. The renewal of the downtown area is an extremely important goal to achieve an extraordinary quality of life for all. I know that there is a tremendous amount of local support for these projects and we're all encouraged by the Village of Medina's efforts.

The greater Medina area has done a great deal by working together to help us achieve many things. We hope this application will further help make Medina a sustainable community that can prosper in the decades to come.

We thank you for your efforts.

A handwritten signature in black ink, appearing to read 'Scott Robinson', written over a horizontal line.

Scott Robinson  
President, Medina Area Partnership